

brandsExclusive Signs Three Year e-Commerce Infrastructure Deal With eCorner

Private online shopping club puts peak load on eCorner's hosted B2C environment.

Specialist Australian e-commerce provider, eCorner, has signed a three year agreement to provide a managed hosting environment for the brandsExclusive.com.au private shopping network.

Online private shopping clubs are a relatively new but rapidly expanding concept from Europe. Private consumers register as members to buy fashion and lifestyle products at discounts of up to 70 percent. Sales are triggered by email offers to members who then make their purchases via an online shop.

brandsExclusive arrived in Australia in early 2009 and has grown to 350,000 members, with 15,000 more joining each week. With expectations of memberships doubling to 700,000 within a year, brandsExclusive needed a leading hardware and hosting solution.

Daniel Jarosch, Managing Director of brandsExclusive, said: We needed to find the top data centre in the country and a strong partner to assist us in delivery and upgrades.

eCorner and Macquarie Telecom were selected and provided the highest levels of security and tailored, 24x7 customer support.

The company's value-added services are based on its own state-of-the-art core infrastructure and located at Macquarie Telecoms data centres, one of the highest accredited providers in Australia with high demand customers such as NineMSN and Webjet.

Jarosch described the peak loads which brandsExclusive's sales place on the system: Every week, brandsExclusive runs sales events with premium brands and sought after offerings from Australia and all over the world, each lasting only a few days. We email 350,000 members with an offer and thousands of users respond within one or two hours.

Sophisticated architecture and total system reliability are critical to us.

As e-commerce specialists, eCorner has made substantial investments in security.

Managing Director, John Debrincat sees that the strength of his company lies in its ability to combine the highest rated secure environment, matching the offerings of even the largest providers, with personal service.

Because we're not confined by the large providers overheads, we can deliver quality solutions that are very competitively priced, he said.

Our staff have a deep understanding of the e-commerce environment. They know our clients can't afford any issues. Consumers have no tolerance when things go wrong. Any dissatisfaction means they won't return.

Clients access us on a first name basis. They don't ring into a service desk and get a travel ticket, John Debrincat said.

The brandsExclusives eCorner hosted environment went live in early May and the migration went very smoothly, Jarosch said.

About eCorner Pty Ltd -www.ecorner.com.au

Australian ecommerce company eCorner provides design, hardware, management and hosting of its secure ecommerce infrastructure. It builds and deploys electronic commerce capabilities and messaging security technology including mass hosted shopping cart software, provider-grade email security and secure web hosting. Services include the development of e-commerce strategies, solution implementation and consulting.

eCorner is the Australia & New Zealand master distributor for ePages software and a strategic distribution partner of anti-messaging abuse provider Cloudmark.

Established in 2004, eCorner now has offices in all Australian capital cities and New Zealand and over 1000 customer companies.

About brandsExclusive

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brandsExclusive was established in Australia in early 2009 as the exclusive local online shopping destination for fashion and lifestyle products. As the Number 1 private shopping club in the market, it currently has 350,000 registered members and is growing at a rate of 15,000 new members per week. brandsExclusive has a staff of 45 and partners with more than 300 brands.

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